

**INTERNSHIP AT SICÁN MUSEUM**  
**MUSEUM MARKETING**  
**FERREÑAFE - LAMBAYEQUE**

**INTRODUCTION**

The Sican Museum, inaugurated in 2001, occupies an area of 29,429 square feet and is located in Ferreñafe, 10 miles from Chiclayo in Northern Peru. The entrance halls detail the historic development, traditions and activities of the pre-Inca culture of Sican. The galleries dedicated to funeral practices present replicas of tombs, funerary clothing, and ornaments. The ceramic and funerary galleries exhibit 200 gold pieces such as the ornamental winged-eyed mask, crowns and necklaces, among other precious metallic pieces and ceramics. The tour of the museum ends with an advanced multimedia audiovisual system that takes the visitor back 1300 years.

The Museum is located outside of the tourist circuit and in spite of its modern installations it received only 30,000 visitors in the last year.

**DESCRIPTION OF PROJECT**

The Director is interested in developing an aggressive marketing program to promote the museum within the country and internationally. Museum marketing is a new area of development in Peru that needs to become more fully established and professionalized.

The intern would exchange ideas with the museum staff to prepare a marketing plan to improve the image of the museum, and make it a vital visit for Peruvians and tourists.

**STAGE ONE – 15 DAYS**

Prepare a diagnosis of the museum's promotion and marketing plan, in use nationally and internationally.

**STAGE TWO – 45 DAYS**

Elaborate a strategic plan to promote the museum nationally and internationally and increase the number of visitors.

**NUMBER OF INTERNS, DATES AND TIME PERIOD**

One (1) intern for two months (60 working days), from July 1 to August 31, 2005.

Working schedule: Monday through Fridays from 9 am to 5:00 pm, with one hour for lunch.

**MATERIALS**

To be determined.

**SUPERVISION**

Project supervisor will be Carlos Elera Arévalo, Museum Director.

**COSTS**

**The Museum** will provide in-kind support and lodging for the intern.

**The American Embassy** will provide the materials needed for the internship and up to \$ 300 total for M&I per participant for the time period.

**The University or student** should provide other costs such as roundtrip international tickets to Lima and in-country tickets to Chiclayo, and meals and incidentals.

**APPLICANTS**

Applicants must be Spanish-speaking American citizens in a graduate program in Museum studies, with an emphasis on marketing.